



Attorney's Docket No.: 13186-010001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Gian Fulgoni et al.                      Art Unit : 3621  
Serial No. : 09/532,890                              Examiner : James A. Reagan  
Filed : March 22, 2000  
Title : SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF NOVEMBER 4, 2003

Please amend the above-identified application as follows:

Amendments to the specification begin on page 2.

Amendments to the claims are reflected in the listing of claims, which begins on page 4  
of this paper.

Remarks begin on page 10 of this paper.

**RECEIVED**  
**MAR 02 2004**  
**GROUP 3600**